

--1958--
STRAWBERRY
CATALOG



J. H. SHIVERS

PLANT FARMS

ALLEN,

Tel. Pioneer 9-9578

BIBRARY
 RECEIVED
 JAN 27 1958
 U. S. Department of Agriculture
MARYLAND

1958 Plant Outlook

The supply of strawberry plants looks brighter now than in early summer, for we have had one of the longest drought periods ever experienced.

With the aid of irrigation at intervals on fields as well as ideal growing weather and abundant rainfall, since the first of September, we will have a fair supply of plants of the most popular varieties, in spite of the extreme dry summer. However, there is a definite shortage on a few varieties if the demand is normal. We, here at Shivers Plant Farms, will do our best to fill all orders with high grade plants.

We are offering several new varieties which are making their mark in sections where they are best adapted. The varieties are Earlidawn, Florida 90, Jerseybelle, Redglow and Surecrop.

Our policy of true-to-name plants and of satisfaction guaranteed will continue. To be assured of the varieties and your requirements for your 1958 planting, we would advise you placing your order as early as possible.

We sincerely hope that we may renew contacts with old customers and also have the pleasure of greeting and serving new ones.

May the year 1958 be a prosperous one for everyone!

Sincerely,

J. H. Shivers



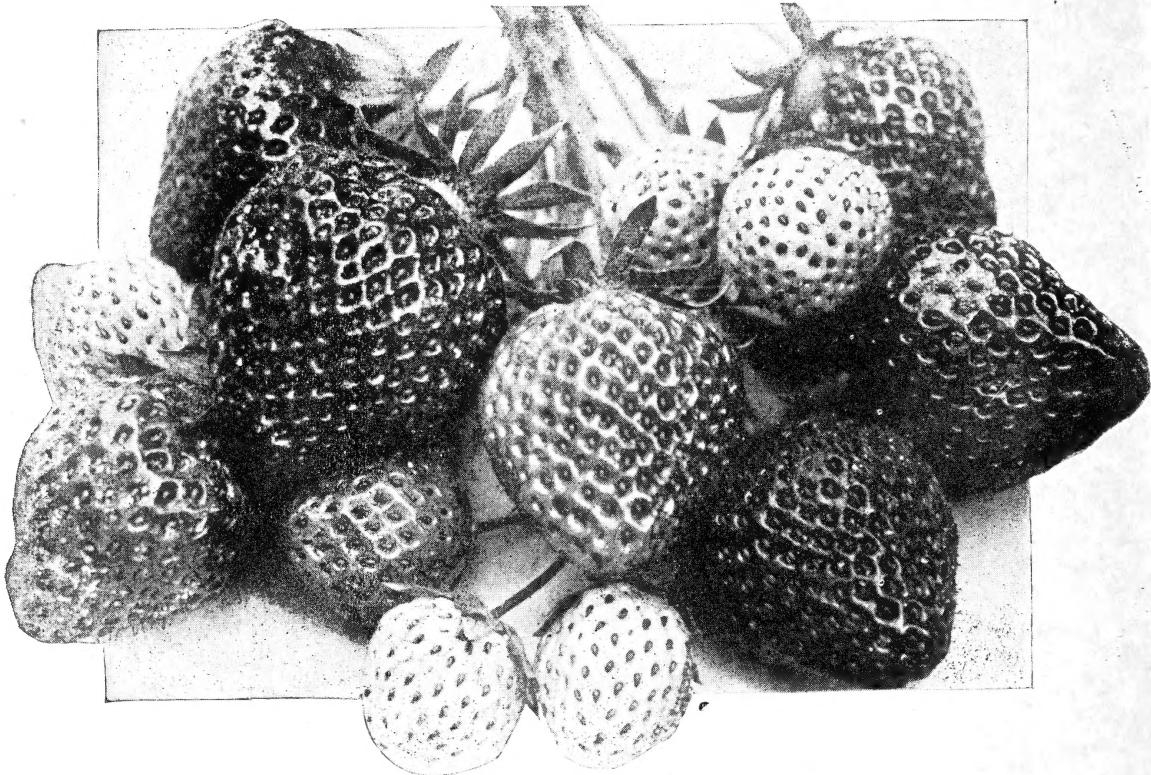
A Close-up of Our Beautiful, Healthy Plants Ready for Digging.

Our Agreement to You

We guarantee all plants, shipped out before May 1st. to reach you in good condition. If for any reason they do not, notify us at once, so that we can refill your order. All claims must be made upon receipt of plants. We cannot be responsible for any plants after they have been received in good condition. If for any reason you refuse plants, have the Express Agent mark the reason on shipping receipt and send to us.

REFERENCES: Our best references are the many satisfied customers who have entrusted us with their orders. For bank references kindly write the Farmers & Merchants Bank, Salisbury, Md., or the Bank of Somerset, Princess Anne, Md. Enclose stamp for reply.

Early Varieties



PREMIER

(HOWARD 17)

PLANT GROWTH: Premier plants from good stock will make a good fruiting bed of perfectly healthy plants. Premier does well over a large territory, chiefly in the middle and northern states. They are usually called the frost proof berry and for this reason are grown by more commercial growers than any other variety ever introduced.

SIZE, QUALITY AND PRODUCTIVENESS: The berries are a medium red in color, have a medium size green cap that will stay green throughout the season under favorable conditions. A quart of Premier berries that have been grown right and picked well has a very handsome appearance and is as attractive as any variety in its box. The quality will compare well with most other varieties. It is moderately firm and looks well. These berries are good for local market or long truck shipments but not for ice shipments.

BLAKEMORE

The Blakemore is a U. S. Department of Agriculture cross of Missionary and Premier. This variety is very popular in Mid-western and southern states.

PLANT GROWTH: Blakemore makes a vigorous growth and should be kept thinned out for best results. The foliage is healthy and stands up very well during the entire fruiting season.

SIZE AND QUALITY: The berries are very firm and will stand long distance shipping in excellent condition. It has become very popular with the Maryland growers because of firmness and keeping qualities if kept on the vine and also after picking. In fact, it will keep well on the vines several days should weather conditions delay the picking. The fruit is very light in color and very attractive.

PRODUCTIVENESS: It is medium in size if the plants are properly spaced, but when allowed to get too thick the berries will run down fast. In planting Blakemore be sure to have them properly spaced to about 6 plants to the square foot. The fresh fruit is rather tart but is a favorite with the "cold pack" men and is one of the best berries for canning.

Received the berry plants from you yesterday which looked so healthy. I have planted them and hope they will produce well. Thanks for forwarding plants so quickly.

Herbert F. Moelke

Santa Clara Co., Calif.

My last order of plants came last week and look fine. I want a repeat order as soon as possible. Thank you!

R. T. La Vine

Wright Co., Minn.

We are sending in an order for more Catskill Strawberry plants.

We ordered 1000 Catskill plants in 1953 and planted them in April. Had them well started by fall. Covered them with straw for winter protection. When spring came, we uncovered and the patch was a mass of blooms. "Oh My! What a crop". We picked more than 1500 quarts of large luscious berries. My husband was so proud of them. His customers called him, "The Strawberry King". We had a good crop from them the second season. We are hoping the plants we are ordering now will be as good.

Mrs. A. D. Clayton

Washington Co. Pa.

DIXIELAND

Dixieland originated in North Carolina. It is an early ripening variety and seems to be adapted to about the same areas as Blakemore. Its fruit is as firm as the Blakemore yet slightly larger and darker red and smoother. However it is comparable in quality and acceptable for freezing by packers. So wherever the Blakemore can be grown satisfactory, this variety will do as well or better in vigor and production.

FAIRFAX

PLANT GROWTH: The Fairfax makes a strong robust growth of perfectly healthy plants. The plants are larger and spaced farther apart than the Dorsett. The leaves are large, dark green, and somewhat glossy.

SIZE AND QUALITY: The berries average very large. In size and appearance they resemble the Chesapeake, having prominent yellow seeds, shiny almost polished surface which makes the berries very attractive to buyers upon reaching the market. Appearance alone will make the Fairfax bring top prices on the market.

The berries are light when they first ripen but become dark when over ripe and are sometimes dark when they reach the market. This does not mean a state of decay for they retain their flavor and remain firm for several days after they turn dark. Buyers have learned that the berries, even though they become dark in color, hold their flavor and firmness. This has given them a high place on the market. From my experience you will not go wrong by trying Fairfax to see how attractive they are. It is a strong competitor for leadership and is gaining in popularity.

PRODUCTIVENESS: The Fairfax will not make as many plants as Dorsett or Premier, but it is not subject to become too thick for a good crop of fruit. The fruit of Fairfax is larger than Dorsett but does not produce quite as many berries. The higher price received for berries the past seasons has caused a demand for this variety. It rates as "tops" for the home garden.

FLORIDA No. 90

The strawberry called Florida 90, originated by Dr. A. N. Brooks in Florida, has already taken over half of the strawberry acreage in Florida, outshining the Missionary in productiveness and size.

The berries of Florida 90 are large, long and pointed, red in color all of the way through, larger and juicier than the Missionary. They ship very well and are recommended to Florida and southern growers who wish to ship to northern markets.

REDGLOW

Redglow came as a seedling from the cross of Fairland and Tennessee Shipper at Beltsville, Maryland, tested several years and released by United States Department of Agriculture in 1956.

Since it is a variety resistant to redstele diseases, it is highly recommended to growers troubled especially with this disease in central and northeastern United States. The Redglow plants are vigorous, moderately productive, with a good number of runners.

The ripening season of Redglow is about the same as Blakemore and Premier. The berries maintain large average size throughout the picking season. They are very glossy, moderately firm, vivid red in color, deeper than the Blakemore. The flesh is uniform red in color throughout the berry and is very good for freezing.

Redglow has been tested and proven satisfactory for growers from Pennsylvania to North Carolina to Indiana and Kentucky. It is suggested for trial in Middle Atlantic States for an early berry.

EARLIDAWN

Earlidawn is a cross of Midland and Tennessee Shipper, originated at Beltsville, Maryland.

The ripening season of Earlidawn is about five days earlier than Blakemore or Premier. It has escaped frost better than the Premier. Characterized by short flower stems, blossoms of Earlidawn are protected from frost. The berries are average large, glossy, vivid red in color, moderately tough skin, with seeds slightly sunken, with flavor tart and good.

Earlidawn has been tested from Pennsylvania to North Carolina and Westward to Indiana. Tests show it is best adapted to the area from Maryland, New Jersey and west through the middle latitude states.

Earlidawn is a very highly productive variety.

KLONMORE

This variety is a cross of the Klondyke and Blakemore and is being successfully grown in the South from Louisiana to South Carolina. The berries are very firm, bright red in color with yellow seeds, ripen early, good shipper. Klondyke is a good variety for Southern growers.

TEMPLE

The Temple is a cross between Aberdeen and Fairfax—Made by Dr. Geo. M. Darrow with the purpose of obtaining a new strawberry variety with resistance to red-stele disease. Temple is very vigorous, making a dense bed of unusually tall plants. It is quite productive and nearly as early as the Blakemore, yet not so firm or so acid, but nearly as bright colored. The dessert quality is good. Thus far shipping tests have shown this berry well suited to long-distance shipping. The berries are large, conic, smooth, uniform, and have large, attractive caps. Although the Temple may be adapted over a wide area, it is being introduced mainly for those growers having low dark land. It is not a high land berry. We would suggest you try it.

MISSIONARY

Missionary is the old reliable variety for the South.

The leading berry in the Southern States. Will do well on almost all soils but will do better than most varieties on light soil.

The berries are medium in size, dark red in color, with a tart flavor and attractive in appearance. It is a good shipper and has for a long time been a favorite with the "juice men." The Blakemore is more popular in this section, but in some parts of the South, Missionary still holds the supreme place.

We have a fine lot of Missionary plants. Give them a trial this season.

Enclosed is a check for an order for plants. Last years plants coming along fine. I made strawberry short cake last November with berries from the Superfection plants. The berries were big and beautiful.

Ernest H. Corson, Sr.

Cape May Co., N. J.

Received my Strawberry Plants in very good condition and am very well pleased with them. I have them set and they look very good. I hope to order from you each year as being satisfied with plants and service.

Roy Butler

Shelby Co., Ill.

OTHER EARLY VARIETIES

MIDLAND: A U. S. Department of Agriculture cross of Premier and Redheart, introduced several seasons ago. It does not make as many plants as some of the other varieties. The berries are large, firm, of good quality, and deep red in color. Midland is very productive for the number of plants grown.

KLONDYKE: The old standby for shipping to distant markets, adapted to southern planting, berries medium to large, attractive red, flesh very firm and red to the core. Medium in quality, good plant maker, and yields good crops. Commands top prices on the markets.

BELLMAR: A cross of Premier and Missionary. The plants are quite productive. The berries are bright red with a green cap, conical in shape and very attractive. For those not satisfied with Dorsett and Fairfax or Premier will advise giving Bellmar a trial. I have some nice plants for those who like it or want to give it a trial.

DUNLAP: It is gradually being replaced by Premier because Premier berries are earlier, larger, and more handsome in appearance.

Dunlap is still grown by many of its old friends and we have a nice stock of plants for those who know and want it. Berries are medium in size, bright rich red clear through, and fair to good in quality.

TENNESSEE SHIPPER: A new variety originated in Tennessee and a cross of a Missionary and Blakemore. I would say it was a variety well worth trying. It is a variety considered very promising.

Tennessee Shipper is an early variety, makes less plants than Blakemore but larger. The berries are attractive, pointed and carry well making it a good shipper. This variety has increased in popularity since the plants are virus free.

STELEMASTER: A new variety, the Stelemaster, has been developed by the Horticultural Crops Research Branch at Beltsville, and the Maryland Experiment Station. It was introduced for areas where red-stele have damaged Temple and Sparkle. It is an early variety, ripening a few days before Temple. The plants are vigorous, productive and highly resistant to all kinds of red-stele known in eastern United States. The berries are medium in size, generally uniform and medium red in color with a glossy smooth surface. The flesh is light red, firm and flavor mild and subacid.

DORSETT: The plant is a vigorous grower, producing many runners. The plants are not as large as the Fairfax.

The berries are very large and conic in shape. At the proper picking stage, the berries are medium light in color and retain their lightness even after they begin to get quite ripe. Its flavor is mildly sub-acid; under normal conditions it is sweet and very pleasing in flavor but not so rich as Fairfax. However, when the fruit is overripe the flavor does not become so objectionable as in many varieties. It is proven especially well on heavy soils.

MIDSEASON VARIETIES



CATSKILL

One of our best mid-season berries we have ever grown. They are well bedded with strong healthy plants. Before the virus-free Catskill came, this variety was losing some of their original vigor and good quality. Last year, we picked berries from some of the virus-free Catskill. We have never seen such quantity large berries in our fields.

It is a cross of the Marshall and Premier. When planted in good land and well taken care of, it produces a good bed of very attractive and healthy plants. The bright color of Catskill berries make them attractive on the market, good for home use and considered very good for freezing. The berries are uneven in shape but uniform in size.

They are more firm than the Premier and ripen about the same time as Big Joe. The Catskill staged a comeback since virus-free plants have been available. The virus-free plants have tremendous vigor. The berries average larger, yields are greater and better. Grown from Canada to North Carolina to West Mississippi. Popular for home and commercial growers.

BIG JOE

PLANT GROWTH: The plant is a vigorous grower, very healthy and medium productive.

SIZE AND QUALITY: The berries are large in size and have a large bright green cap which increases their attractiveness. They are, also, very fine in quality. Market gardeners who retail their berries, those who sell at the farm or on roadside market, or, in fact, anyone who can get a premium for large, handsome, high quality fruit should include Big Joe in their plantings.

PRODUCTIVENESS: No midseason variety that I have ever grown comes as near being a worthy runner for Premier as does Big Joe. This variety does well on nearly all types of soil, but, like most others, responds quickly to good care and fertility. When grown for local or nearby markets where the shipping distance is not so great, Big Joe is one of the best money-makers we have.

EMPIRE

Empire originated from a cross made between Dresden and Sparkle by the New York Experimental Station. It is very popular for growers in New York, Michigan and other Northern States.

Its attractiveness is due to its unusually bright glossy medium red color and bright green cap. Its large size is maintained very well throughout the season. Reports from northern growers indicate considerable frost resistance in Empire.

Plants, very productive, medium green leaves; fruit stems long; fruit very large, round conic to wedge conic, slightly irregular, not too seedy in appearance, flesh light red. Quality of fruit very good, ripening 2 to 5 days later than Premier. It is recommended for commercial planting for Northern States. The good quality and size of berries commend it to the home fruit grower.

POCAHONTAS

Pocahontas is a strawberry variety introduced by the U. S. D. A. Bureau of Plant Industry and the Virginia Truck Experiment Station. It is a cross of the Tennessee Shipper and Midland.

A favorable impression with the good quality of Pocahontas came from our own experience in growing this variety. Added interest came from glowing reports from growers of this community and those from other states where this variety is best adapted. Pocahontas has become a popular and proven profitable variety by growers in Virginia, Maryland, Kentucky, Ohio and Pennsylvania.

The performance and yield of Pocahontas has been excellent in the many states and highly recommended for commercial plantings as a fresh fruit for shipping and for freezing. Its good quality and attractiveness commend it to the home fruit grower. Due to its merits, Pocahontas promises to be a leading berry for some time.

They make a vigorous growth of large robust plants and produce runners freely. Like most varieties, it does very well on good soil. Pocahontas ripens a week later than the Blakemore. Berries are large, with moderately tart flavor, vivid red in color, firm, glossy with tough skin and green cap. High characteristics for making a variety popular.

SURECROP

Surecrop cooperatively developed by the United States Department of Agriculture and Maryland Agricultural Experiment Station, is a vigorous plant with many runners. It ripens in midseason with Fairland.

The berries of Surecrop average large in size throughout the picking season, light bright red color that becomes a rich red but does not turn dark. They are firm with a tough glossy skin, having yellow seeds even with the surface. Their flavor is tart and good. The berries have been rated as satisfactory for frozen pack.

Surecrop has been tested from Pennsylvania to New York to southern Virginia and westward to Ohio. It is most useful to grow in red-stole, infested soils; because of resistance to more than one race of red-stole.



TENN. BEAUTY

From our experience and reports from our growers, Tennessee Beauty is the best Tennessee variety which has come in the strawberry field in recent years. It does well in the Southern States, Mid-Western, as well as New York, New Jersey and Pennsylvania.

The plants are easily grown, strong and healthy, making a good picking bed. The berries are large red conic shape with a bright green cap. They are a mid-season variety, yield as good as the best and will bring several dollars premium over other varieties. It is considered good for freezing. If you are looking for a good mid-season variety, we recommend Tenn. Beauty.

FAIRLAND

Fairland is a variety which gives its best results in Massachusetts, Ohio West Virginia and other northern states. It is recommended more for local markets than for shipping.

The berries are large, light in color, and fairly good in quality.

The plants are vigorous in growth and red-stole resistant. They are extremely productive, ranking with Premier and Catskill.



ARMORE

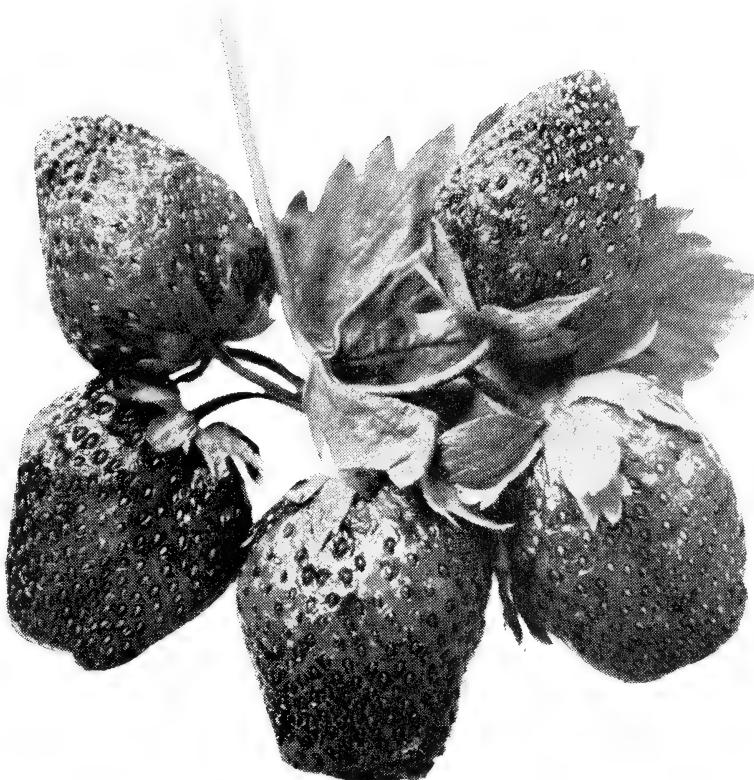
A cross of Aroma and Blakemore introduced by the Missouri Experiment Station. It resembles the Aroma in size and shape, but like the Blakemore the berries are firm and bright red in color, good quality for shipping. Growing tests of Armore have proven it to be more productive than 60 others. The fruit ripens a few days later than the Blakemore and plants continue to produce late after the Aroma berries are harvested.

ALBRITTON

Albritton is a midseason variety, originated in North Carolina and appears to be best adapted in that state and adjoining states. This variety is replacing Massey rapidly because of the firmness, tough skin, smoothness and attractive appearance. Although it is primarily a fresh market berry, fully ripened fruit yield an attractive frozen pack.

RED CROP

Redcrop is a new midseason variety introduced by New Jersey Experiment Station where growers proved it yielded above average. The berries are firm but dark and small; become too dark if left on too long. Recommended for New Jersey and Northern States.



SPARKLE

A cross of the Aberdeen and Fairfax. It has the appearance of the Fairfax as well as firmness. Berries are slightly dark red, very glossy. The plants are medium large and make abundance of runners. They have proven in test plots to be very productive, of medium to large berries, rated very high for quick freezing. It is fast becoming a popular berry in New Jersey, New York and the New England states.

This variety is highly resistant to red-stele.

VERMILION

Vermilion is a midseason variety adapted to sections of Middle Atlantic and Central states. It was originated by the University of Illinois, in which section has shown good results. Its vigorous plants are resistant to red-stele and are very productive. The fruit is dark red, large in size, good flavor, with the same degree of firmness as Sparkle.

PATHFINDER

This variety originated in New Jersey Experiment Station. It is a cross of the Premier and the Aberdeen and the tests made of this variety have proven it very satisfactory. Under normal conditions it ripens about 3 days later than Premier and is very productive over a long season.

The foliage is a dark green and will make a well spaced row of good large plants under favorable conditions. The berries are conic in shape, bright red in color, berries will run large to average in size, having a subacid flavor of good quality. From reports from the Experiment Stations in several states, it would seem that the Pathfinder is a variety best adapted to areas where the Premier or Howard 17 grow.

ABERDEEN

The Aberdeen is a variety very popular in eastern Pennsylvania and New Jersey, and justly so for it has much to recommend it. The plants show unusual thriftiness, making an abundance of new plants. We recommend planting Aberdeen 24 inches apart in the rows. The Aberdeen is unusually productive. The berries will average larger than Premier, being somewhat pointed in shape, and most every berry is perfect in shape. Its ripening period extends from two to three weeks.

SHASTA

A variety developed in California, which authorities there claim to bear all season. From our trial plot here it bears only in the spring. The plants are large and healthy. Berries are large, flat and conic in shape with a very attractive green cap. From our experience it is a berry well worth trying.

LEADING VARIETIES FOR HOME AND COMMERCIAL FREEZERS

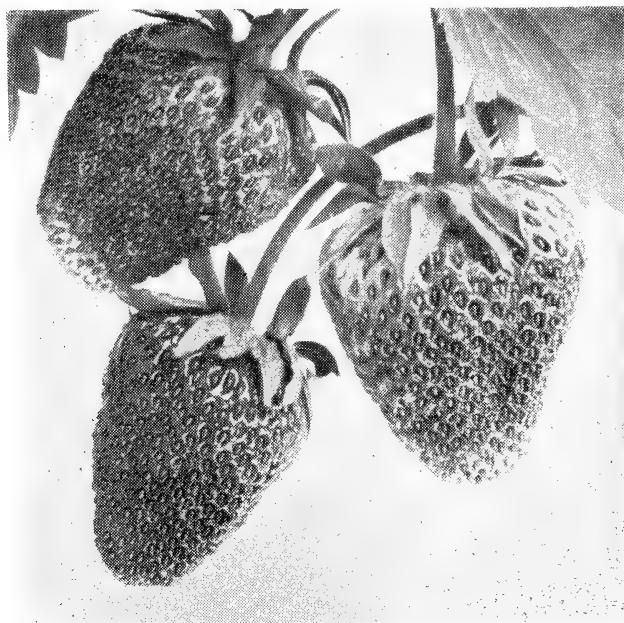
There seems to be a matter of taste or opinion of the preference of the most satisfactory varieties for freezing. We have been freezing most of the varieties for several years to test them in our home freezer and have found the following varieties to freeze satisfactorily:

Dixieland
Premier
Missionary
Blakemore
Fairland
Midland

Earlidawn
Tenn. Beauty
Sparkle
Fairpeake
Surecrop
Catskill

TRUE-TO-NAME: We use every precaution to have our plants true-to-name, and if any should prove otherwise we will replace it, but in no case will we be responsible for any sum greater than that paid for the plants.

Late Varieties



ROBINSON

The Robinson, known as Kardinal King, also Scarlet Beauty, Originated in Michigan. This variety has become popular with northern and mid-western growers, from Michigan to Maryland.

The plants grow small but will make a wide bed of plants that grow in most types of soil. The berries grow quite large, blunt pointed, borne on large thick fruit stems, well protected with heavy foliage. The berries are scarlet, solid red through the center.

In the northern and western sections, the fruit holds up well for shipping, while in other sections the fruit is not firm enough to ship long distances.

Robinson has a long fruiting season which is in its favor. The size and the attractive berry sells well at local markets. Its name of Scarlet Beauty describes it best. Many growers have produced record breaking crops and have given it first place in the strawberry list.

JERSEYBELLE

Jerseybelle, a new variety was introduced by the New Jersey Experiment Station. It has been tested commercially for several years and found promising.

It is a late variety, bearing large, bright and shiny fruit with a large green cap, making an attractive appearance. The berries are firm enough to reach the market to bring top prices. It is satisfactory for freezing, for it has good dessert quality. It is recommended especially for New Jersey growers.

EDEN

The Eden Strawberry was introduced by the New York Agriculture Experiment Station and is a cross of Dresden and Fairfax. It is an excellent processing variety due to its color and tart flavor. Eden is darker than the Empire variety but it is glossy and attractive in appearance. It makes a vigorous growth of plants, dark green leaves, fruit stems long, with fruit clustered at the top, ripening a few days earlier than Sparkle. Eden berries show a fine color in a frozen pack, therefore are highly recommended for this purpose. We have a limited supply of this variety.



FAIRPEAKE

A U. S. Department of Agriculture cross of Fairfax and Chesapeake. It is a better plant maker than the Chesapeake.

The size and firmness of berries equal the Chesapeake. The quality of berries are as good as the Fairfax. You will not go wrong in trying a few of these plants.

GANDY

One of the old favorite late varieties and still considered by some growers in central states. The only trouble it can not be depended on in a very dry season, for it must have a moist, springy soil. For best results, plant in a very rich soil. The berries are medium in size, firm, and slightly acid in flavor.



AMBROSIA LATE

This variety has been considered one of the best late varieties by many growers. The berries are large, pointed, bright red and very delicious. The plants are large and respond well to good care. If you have never tried this variety, we would recommend it.

RED STAR

A very late variety, which is growing in popularity in the North and West to Missouri. It is several days later than Gandy. The plants are large and vigorous, easily grown in dark loamy soil.

The berries are bright in color, do not turn dark, very firm glossy skin, tough enough to be called a good shipper. The raised yellow seeds combined with the bright green cap makes the Red Star a very attractive berry. Because of its flavor and tartness, its dessert quality being excellent, its shape retained perfectly when preserved or canned, it is recommended highly as a commercial, and especially as a home garden berry.

UNIVERSITY OF MARYLAND STATE HORTICULTURAL DEPARTMENT CERTIFICATE OF INSPECTION NO. 182, College Park, Md., Sept. 30, 1957

This is to certify, that on the 30th day of September, 1957, we examined the nursery stock of J. H. Shivers Plant Farm located at Allen, County of Wicomico, State of Maryland, in accordance with the laws of Maryland, 1898, Chapter 289, Section 58, and that said nurseries and premises are apparently free, so far as can be determined by inspection, from the San Jose Scale, Peach Yellows, Pear Blight and other dangerously injurious insect pests and plant diseases. This Certificate is valid until Sept. 30, 1958, unless sooner revoked and does not include nursery stock not grown within this state, unless such stock is previously covered by Certificate and accepted by the State Entomologist and State Plant Pathologist.

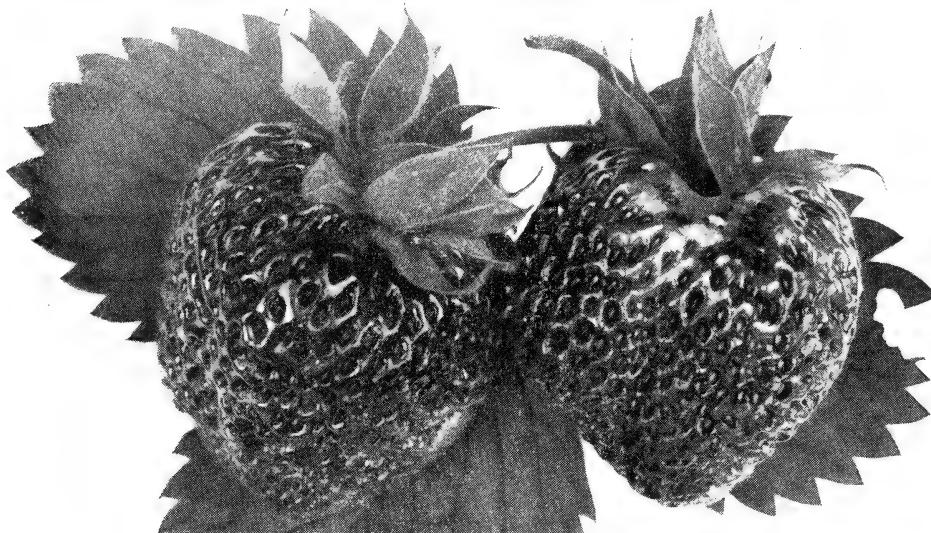
L. O. WEAVER
State Plant Pathologist

GEO. S. LANGFORD
State Entomologist

Everbearing Varieties

GROW EVERBEARING STRAWBERRIES

Be sure to include some of the Everbearers in your order. You can have berries for your own use all summer and sell your neighbors enough to pay all costs of growing them. There is a good local demand for these berries.



SUPERFECTION

A new Everbearer, originated in Michigan and seems to have similar characteristics in plant growth and fruiting as the Gem. Like Gem it will produce more plants than the Mastodon. When Superfection is planted in the spring, with proper care and conditions, a good crop of summer and fall berries will be a certainty. It can not be depended upon for spring production, as the Mastodon. If you wish berries in your garden in the summer and fall, try some Superfection.

MASTODON

THE KING OF THE EVERBEARERS

If planted in good land under favorable conditions, they will make a good bed of plants, but under reverse conditions, they are inclined to stool up. The plants are large, the foliage having a dark green glossy color. The berries are of good size, rich in color and are firm enough to ship to moderate distances. Every gardener or farmer should have a plot of Mastodon or Gem plants or both for Fall berries.

GEM

From our experience, this variety is equal to any Everbearer and really has surpassed all, even the Mastodon over a test of several years.

GROWTH OF PLANTS: Under most conditions, Gem will make a good bed of plants. The plants are very prolific. We have seen the runner plants put out blossoms before they had taken root. The berries are medium to large in size, a bright red color and a very good flavor.

PLANTING GUIDE

The strawberry is grown in nearly every section of the United States, in parts of Canada and even in Alaska. It is adaptable to a wider range of soil and climate conditions than most small fruits. The crop is produced on large acreage for commercial purposes, while the "strawberry bed" forms a part of every well kept home garden.

In this limited space we will give suggestions for the most necessary details for successful strawberry growing. You may get more information by writing us or from the U. S. Department of Agriculture, at Washington, D. C., who will, upon request, send you bulletins on strawberry culture, free and postpaid. A strawberry grower should take this means of keeping in touch with the newer developments and methods being employed in present strawberry culture.

SOIL: Practically any soil that will grow good field crops will grow good berries—good rich, sandy loam preferred. All kinds of fruit plants demand that the soil be able to hold moisture well and, at the same time, drain easily. Excellent results are secured on both sandy and clay types of soil under the proper cultural management. Any soil selected for strawberry growing should be well provided with organic matter as this tends to prevent heaving out of plants in winter and enables the crop to withstand the droughts of summer. Even the extreme types of soils including sandy, gravelly or stiff clays can be made to produce profitable crops of berries where the land is well improved by the addition of organic matter and the proper fertilizers applied.

Organic matter in the form of legume crops, manure, or sod, should be turned under far enough in advance of planting to allow it to become decomposed in the soil.

SOIL PREPARATION: Soil for setting strawberry plants should be plowed deeply and harrowed until it is loose and level. We like fall plowing as it allows the soil to settle and turned-under vegetable matter to decay. Spring plowing is all right, but fall plowing is better when possible. The land should be thoroughly harrowed in spring, followed with a culti-packer or roller to preserve moisture after planting. It is best to plant some cover crop such as oats or rye which is to be plowed under except in the case of sod land which should be left rough over winter to kill the white grub.

Several weeks before planting, the cover crop should be turned under or rough land disced thoroughly. A week or ten days before the plants are set, the final preparation of the plant bed should be made, at which time the fertilizer should be applied.

Stable manures are the best fertilizers we have found. They not only furnish the necessary plant food, but also make the heavier soil of finer texture, and the light sandy soils of greater water-holding capacity. This may be applied in the fall and plowed in or spread on land after plowing and worked in the soil well. The best results we have ever obtained were by opening the rows and putting some fine manure in the row during the winter.

However, if coarse manure is not convenient, you can get very good results from commercial fertilizer. A mixture composed of 1,500 pounds dissolved bone and 500 pounds super phosphate. The analysis of this mixture is about 3-10-0. Use about 500 or 600 pounds of this per acre in the drill before the plants are set, or alongside of the plants, and thoroughly work in with hoe or cultivator soon after setting the plants. Where applied in the drill, it should be worked in thoroughly, going at least twice in each row with an implement to mix it in. If applied broadcast, 1,000 pounds or more per acre of this mixture thoroughly harrowed in before the plants are set, can be used without injury and possibly to advantage. If this amount is to be used, however, we would much prefer to put five or six hundred pounds in the drill and use the balance as a side dressing in late summer. We have used as much as 700 pounds without injury, but have seen severe injury from 1,000 pounds in the drill, not thoroughly mixed with the soil. In no case should nitrate or potash salts ever be used in any mixture drilled under the plants. Contact of any of these materials with the roots will surely burn them. In the past many thousands of plants have been killed by such methods. As a top dressing to be used in late summer, or in early spring before growth starts, 6-8-6 and 5-10-5 fertilizer give excellent results. In a very dry season on very light soil, fertilizer applied in early spring cuts down the yield by producing a heavy growth of foliage which sucks out the scanty supply of moisture.

WHAT TO DO WHEN THE PLANTS ARRIVE:

Order your plants early before foliage starts to grow and set plants out upon arrival if possible. If impossible to set upon arrival, place in cold storage if available at 32 degrees F. until conditions are right for setting. When no cold storage is available, dig a V-shaped trench, open the bundles, spread out in thin layers with buds just even with the surface of the ground and firm the soil back against the roots of the plants. If necessary, several layers of plants can be heeled-in the same place with one or two inches of soil between each layer of plants. Wet the soil and roots of plants thoroughly when heeling-in is done.

WHEN TO PLANT: EARLY! The best time to plant is just as early in spring as land can be worked, or as soon as the ground can be made ready for planting. **LATER PLANTING RETARDS NORMAL GROWTH AND DEVELOPMENT.** Order your plants as early as possible; plants set early start quicker and make a more vigorous growth of plants.

Many inquiries come in regard to planting in August. Plants at that season of the year have not matured enough to permit digging or shipping without too much waste. Therefore, spring is the most natural and successful time for planting.

SETTING THE PLANTS: There are many methods of setting strawberry plants. No particular method has advantage over another except in the saving of labor. The important thing is to get your plants in the ground the same depth as they grew in the original bed and to pack the dirt firmly around the roots. Set the plants so that the roots are completely covered and soil will come to the leaves. However, make sure that the leaves are not covered. If plants are not set deep enough in the soil, they will dry out. If leaves are covered, plants will fail to start proper growth. We recommend setting the plants in rows 3½ to 4 feet apart, or even as far as 4½ feet apart, if soil is very fertile. The plants should be set 15 to 24 inches apart in the row, depending on the varieties set, the width of the rows themselves and the fertility of the land.

Free growing varieties like Dunlap, Missionary and Blakemore which make large number of plants should be set farther apart than varieties like Fairfax, Red Star, Fairpeake and all everbearing varieties.

SCALE OF SETTING PLANTS

Approximate Numbers of plants Required for 1 Acre for Various Distances.

Rows	In Row	Plants Per Acre
3 ft. apart	18 in.	9,700
3 ft. apart	24 in.	7,300
3½ ft. apart	18 in.	8,300
3½ ft. apart	24 in.	6,200
4 ft. apart	18 in.	7,300
4 ft. apart	24 in.	5,500

CULTIVATION: The cultivation is always important and should be started as soon as the planting is finished. If one will take the trouble to destroy all grass and weeds the year previous on land to be planted in strawberries, it will be found to pay handsomely, as the seeds thus destroyed will not be in your berry beds to plague the grower and run up the cost of hoeing. Keep them clean until frost, hoe shallow so as not to disturb the roots, and success is assured.

VARIETIES: The selection of varieties should be governed by the local conditions and the demand of the markets to be furnished. Information is available from your State Agriculture Experiment Station, local growers or County Agent. Some varieties are very popular in the South, while other varieties are more popular in the Central and West. The North select and find more satisfaction in growing an entirely different variety from the other sections. New varieties are constantly being developed and tested.

MULCHING: Before severe weather starts, the plants should be covered with 1 to 3 inches of good mulching material such as hay, straw or pine needles. As spring growth starts this mulch where too thick should be pulled open and arranged under the plants. Plants for the most part are usually able to push through thinner mulches, unless it packs. This mulch serves to support the fruit and avoids rot and grit, making your berries cleaner and firmer to harvest and the mulch keeps the moisture up in dry, windy weather.

MARKETING: The ultimate value of a crop of berries is determined by the selling price. Well grown fruit should receive the greatest care in harvesting, packing and shipping, so that it reaches the consumer in as good condition as possible. There is usually an oversupply of poor fruit, but very rarely is the market glutted with good fruit, well displayed. Intelligent grading pays. A dishonest pack hurts the shipper most. Some form of ventilated crate should be used for best results in transit.

I just wanted to write and tell you how pleased I am with the strawberry plants which I ordered from you. My order reached here April 21. I picked a little less than a gallon off of the plants this year. It was hard for me to believe. Lots of people said that they had never seen nor heard of plants producing so early. I will always praise your plants. Thanks again for the nice plants.

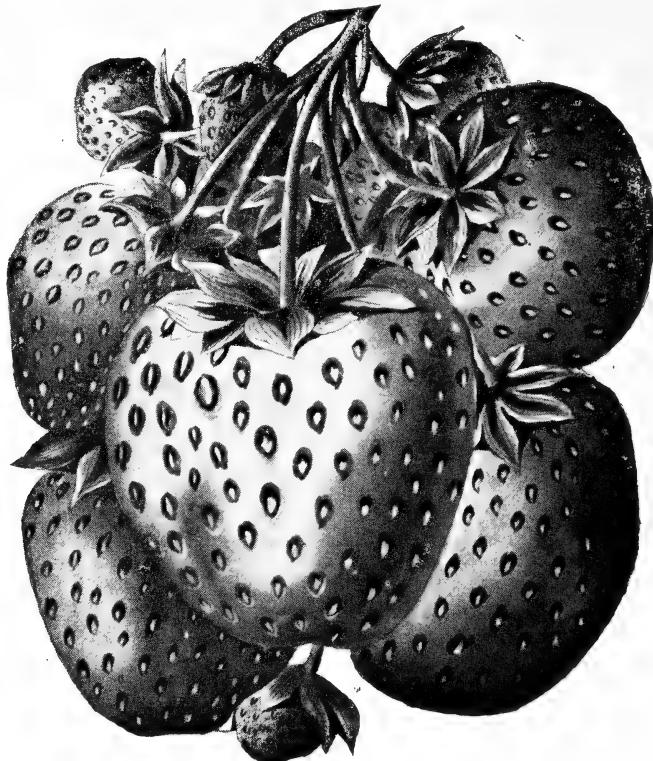
John Davis

Yadkin Co., N. C.

Will you please send me your price list on 10,000 or more plants. The plants we received from you last year were wonderful.

James Hopkins

Henry Co., Ky.



After much experimenting, the most effective and economical soil fumigant yet found, to destroy nematode in fields, is Nemagon. If proper amount is applied in fertilizer on both sides of row, 3 to 4 inches deep. When covered well Nemagon will give excellent results and prove more economical than the old method of fumigating the soil.

Fertilizer with Chlorodane added is spread on the soil. The Chlorodane is used to kill and control harmful insects such as aphis, ants and other insects.

We maintain a regular dusting schedule, with parathion for control of insects that spread virus and plant diseases.

Our plants are grown on land that has not been in strawberries for a number of years. We believe our plants to be free of diseases and insects as is possible to have them.

COLD STORAGE PLANTS

Plants that are dug when dormant and placed in cold storage, live and grow better than fresh dug plants, especially for late plantings. If you have storage facilities with temperatures about 32 degrees, order your plants early when plants are dormant and place in storage. If you do not have storage space, place your order early and we will keep your plants in storage. Very often we are sold out on some varieties late in the season. Plants dug when dormant will cost less for transportation than plants dug after they make their spring growth.

SPECIAL OFFERS

SPECIAL GARDEN OFFER

For Northern States, Delivered Prepaid

Choice of the following Varieties—

Premier or Fairfax

Catskill or Sparkle

Empire or Robinson

Red Star or Ambrosia

Selection No. 1 25 plants of any 4 varieties above for \$4.50

Selection No. 2 50 plants of any 4 varieties above for \$7.25

Selection No. 3 100 plants of any 4 varieties above for \$13.00

SPECIAL GARDEN OFFER

For Southern and Middle Atlantic States

Choice of the following Varieties - Postpaid

Pocahontas or Premier

Tenn. Beauty or Vermilion

Dixieland or Fairfax

Red Star or Robinson

Selection No. 4 25 each of 4 varieties, postpaid \$4.35

Selection No. 5 50 each of 4 varieties, postpaid \$8.25

Selection No. 6 100 each of 4 varieties, postpaid \$12.00

SPECIAL TRIAL OFFER ON THE NEWEST VARIETIES

Earlidawn
Jerseybelle

Redglow
Surecrop

Selection No. 7 25 of each of above 4 kinds, postpaid \$5.00

Selection No. 8 50 of each of above 4 kinds, postpaid \$8.25

Selection No. 9 100 of each of above 4 kinds, postpaid \$14.00

INSTRUCTIONS TO PURCHASERS

TERMS: Cash with order. Remit by Money Order, Bank Draft, Cash in Registered Letter or Personal Check. No C. O. D's unless 10% accompanies order.

PACKING: No extra charge made for packing at these prices.

TIME OF SHIPMENTS: We ship plants from November 1st to May 1st.

LATE SHIPMENTS: All plants ordered shipped after May 1st will be packed and shipped in best possible condition but at purchaser's risk.

WRITE US: We will be pleased to hear from you this season, if we can be of help to you in any way in answering questions regarding varieties, cultural methods, diseases or any other matter concerning strawberries. Please feel free to write us.

WHEN AND HOW TO ORDER

ORDER as soon as you have decided what varieties and how many you want. Write plainly so that we can get your name and address correctly for prompt acknowledgement of order of plants.

REGARDING YOUR ORDER: Attached to this catalog is an order blank. By filling it out completely, you will assist us in handling your order promptly and accurately. Give your name and complete address legibly. Check the manner of shipment you prefer. Note the amount that is enclosed in payment of your order. Send the order to us in the enclosed business reply envelope.

PARCEL POST is generally cheapest and most satisfactory for small shipments and with larger shipments in adjoining and nearby states.

Strawberry plants packed for shipment weigh approximately 4 pounds per 100 plants. Make up your order, calculate the approximate weight and if you do not know your zone from Allen, Maryland, use distances given herein or ask your postmaster.

With zone rate given here you can easily calculate the amount of postage to send. Be sure to send postage enough as any excess will be returned. If sufficient amount to pay parcel post charges is not sent with the order, the plants will be sent by express collect, or by parcel post, C. O. D., for the amount of postage due, as we cannot keep accounts and send bills for small items of postage.

PLANT WEIGHT

25 plants	1 lb.	250 plants	10 lbs.
50 plants	2 lbs.	500 plants	20 lbs.
100 plants	4 lbs.	1000 plants	40 lbs.

PARCEL POST RATES ON STRAWBERRY PLANTS:

No. of Plants	25	50	100	250	500	750	1,000
Zones 1 & 2, up to 150 mi. -----	\$.23	\$.27	\$.35	\$.59	\$.99	\$ 1.38	\$ 1.78
Zone 3, 150 to 300 mi. -----	.23	.29	.39	.70	1.21	1.73	2.24
Zone 4, 300 to 600 mi. -----	.24	.31	.45	.87	1.56	2.25	*2.94
Zone 5, 600 to 1,000 mi. -----	.26	.36	.54	1.10	2.02	*2.95	*3.87
Zone 6, 1,000 to 1,400 mi. -----	.28	.40	.64	1.36	*2.56	*3.75	*4.95
Zone 7, 1,400 to 1,800 mi. -----	.30	.46	.76	1.67	*3.19	*4.71	*6.23
Zone 8, 1,800 to -----	.32	.51	.87	1.95	*3.75	*5.56	*7.36

* Cheaper by Express for number of plants in these zones.

There is a minimum express charge of \$1.93 plus 6¢ tax, regardless of how small the package. Therefore, the cost of shipping small orders or packages of plants will be cheaper sent by parcel post.

Price List For 1958

Early Varieties	25	50	100	250	500	750	1,000	5,000
BELLMAR -----	\$1.20	\$2.05	\$3.25	\$6.60	\$10.25	\$13.60	\$16.50	
★BLAKEMORE -----	1.15	1.90	3.00	6.00	9.40	12.45	15.00	70.00
★DIXIELAND -----	1.27	2.12	3.40	6.80	10.62	14.03	17.00	80.00
DORSETT -----	1.27	2.12	3.40	6.80	10.62	14.03	17.00	
DUNLAP -----	.90	1.50	2.40	4.80	7.50	10.37	12.00	
★EARLIDAWN -----	1.35	2.25	3.60	7.20	11.25	14.85	18.00	
★FAIRFAX -----	1.40	2.30	3.70	7.40	11.85	15.25	18.50	87.50
★FLORIDA 90 -----	.90	1.50	2.40	4.80	7.50	10.37	12.00	55.00
★KLONDYKE -----	.90	1.50	2.40	4.80	7.50	10.37	12.00	
★KLONMORE -----	.90	1.50	2.40	4.80	7.50	10.37	12.00	
★MIDLAND -----	1.40	2.30	3.70	7.40	11.85	15.25	18.50	87.50
MISSIONARY -----	.90	1.50	2.40	4.80	7.50	10.37	12.00	
★PREMIER -----	1.20	2.05	3.25	6.60	10.25	13.60	16.50	77.50
★HOWARD 17 -----	1.20	2.05	3.25	6.60	10.25	13.60	16.50	77.50
★REDGLOW -----	1.35	2.25	3.60	7.20	11.25	14.85	18.00	
STELEMASTER ---	1.40	2.30	3.70	7.40	12.00	15.50	18.50	
TEMPLE -----	1.40	2.30	3.70	7.40	12.00	15.50	18.50	
★TENN. SHIPPER --	.90	1.50	2.40	4.80	7.50	10.37	12.00	
Midseason Varieties								
ABERDEEN -----	1.35	2.25	3.60	7.20	11.25			
★ALBRITTON -----	1.15	1.90	3.00	6.00	9.40	12.45	15.00	70.00
★ARMORE -----	1.15	1.90	3.00	6.00	9.40	12.45	15.00	70.00
BIG JOE -----	1.40	2.30	3.70	7.40	12.00	15.50	18.50	
★CATSKILL -----	1.30	2.17	3.50	6.84	10.94	14.33	17.50	82.50
EDEN -----	1.35	2.25	3.60	7.20	11.25			
EMPIRE -----	1.35	2.25	3.60	7.20	11.25	14.85	18.00	85.00
FAIRLAND -----	1.40	2.30	3.70	7.40	12.00	15.50	18.50	
PATHFINDER ---	1.35	2.25	3.60	7.20	11.25			
★POCAHONTAS ---	1.27	2.12	3.40	6.80	10.62	14.03	17.00	80.00
REDCROP -----	1.35	2.25	3.60	7.20	11.25			
SHASTA -----	1.40	2.30	3.70					
★SPARKLE -----	1.30	2.17	3.50	6.84	10.94	14.33	17.50	82.50
★SURECROP -----	1.35	2.25	3.60	7.20	11.25	14.85	18.00	
★TENN. BEAUTY --	1.20	2.05	3.25	6.60	10.25	13.60	16.50	77.50
★VERMILION -----	1.20	2.00	3.20	6.40	10.00	13.20	16.00	75.00
Late Varieties								
AMBROSIA -----	1.40	2.30	3.70	7.40	12.00	15.50	18.50	
FAIRPEAKE -----	1.35	2.25	3.60	7.20	11.25			
GANDY -----	1.15	1.90	3.00	6.00	9.40	12.45	15.00	
JERSEYBELLE ---	1.35	2.25	3.60	7.20	11.25	14.85	18.00	
★RED STAR -----	1.40	2.30	3.70	7.40	12.00	15.50	18.50	87.50
★ROBINSON -----	1.20	2.05	3.25	6.60	10.25	13.60	16.50	77.50
★KARDINAL KING -	1.20	2.05	3.25	6.60	10.25	13.60	16.50	77.50
Everbearing Varieties								
GEM -----	2.25	3.75	6.00	12.00	18.75			
MASTODON -----	2.25	3.75	6.00	12.00	18.75			
SUPERFECTION --	2.25	3.75	6.00	12.00	18.75			

★ Varieties from virus free foundation stock.

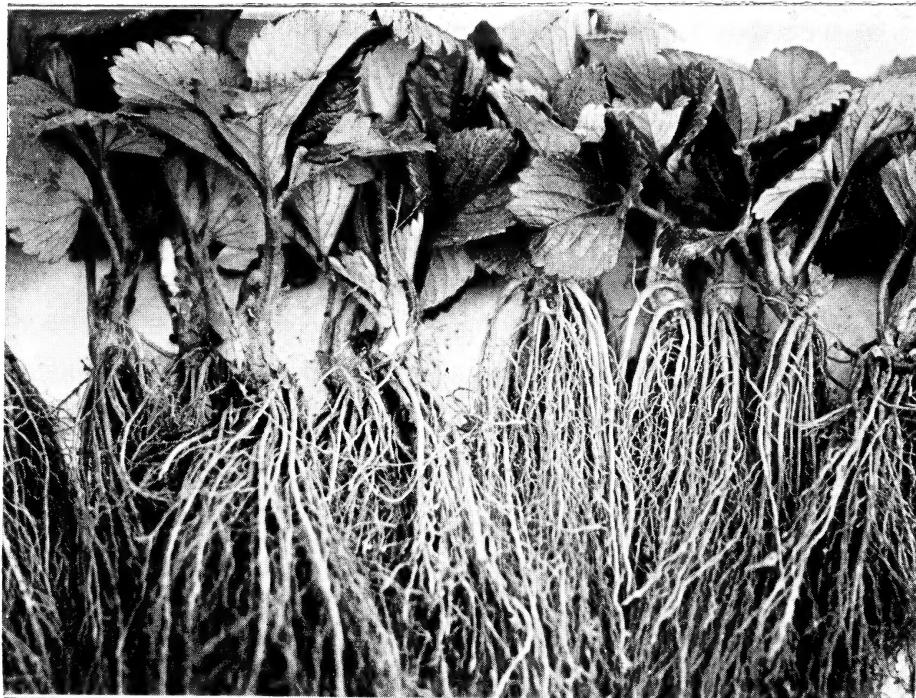
If interested in more than 5,000 plants, write for quantity prices.

All plant shipments F. O. B. Allen, Maryland at prices quoted. Express and parcel post charges paid by purchaser.

Premier and Howard 17 available in both virus free and old standard variety.

1958 Strawberry

Catalog and Plant Guide



An actual photograph
showing the vigorous plants and strong healthy roots on our plants.

On Maryland's Eastern Shore

“Shore Plants with Sure Quality”

J. H. Shivers Plant Farms

Allen, Maryland